Claims

1. In a system of reading data encoded on a storage medium, a method of business interaction between a broker and an agency comprising:

providing a user with a secure storage medium; recording personal transaction information and biometric data on the medium;

verifying the user identification with the biometric data;

reading selected portions of the information; transmitting selected information to said broker; and

the broker using said selected information to broker a transaction between said agency and said user.

- 2. The method of claim 1 wherein said storage medium is an optical memory card.
- 3. The method of claim 1 wherein said storage medium is blank.
- 4. The method of claim 1 further comprises providing a reader/writer and reading selected portions of user information with said reader/writer.
- 5. The method of claim 4 further comprising inserting said medium into said reader/writer before reading selected portions of user information.
- 6. The method of claim 1 further defined by conducting more than one transaction with more than one agency using said storage medium.

- 7. The method of claim 1 further comprising said agency entering into an agreement with said broker wherein said agency agrees to pay to said broker a fee and said broker agrees to broker said transaction between said user and said agency.
- 8. The method of claim 1 further comprising said agency entering into an agreement with said broker wherein said agency agrees to pay to said broker a fee and said broker agrees to provide said agency with a reader/writer.
- 9. The method of claim 1 further comprising said broker providing confirmation to said user and said agency indicating that said transaction has been conducted.
- 10. The method of claim 1 further comprising said broker providing on-line access through a broker's e-commerce site.
- 11. The method of claim 10 wherein providing on-line access to said broker's e-commerce site is further defined by allowing said agency to set up promotions on said site and to check customers preferences and purchasing history on-line.
- 12. The method of claim 10 wherein providing on-line access to said broker's e-commerce site is further defined by allowing said user to view said agency's promotions on-line.

- 13. The method of claim 10 further defined by said broker's e-commerce site providing an administrative database and web page, an agency's database and web page, a user's database and web page and a middle-ware agent.
- 14. The method of claim 13 wherein said user's database includes said user's password, history of transactions and purchasing preferences.
- 15. The method of claim 1 wherein said data is personal data.
- 16. The method of claim 1 wherein said data that is read is selected by the user.
- 17. The method claim 1 wherein transmitting selected information comprises transmitting portions of selected information.
- 18. The method of claim 1 wherein said data that is transmitted is selected by the user.
- 19. The method of claim 1 further defined by:
 the user providing said broker with
 enrollment information; and

the broker providing said user with a password for said medium.

- 20. The method of claim 19 wherein providing said broker with enrollment information is further defined by downloading said information from a computer to a kiosk.
- 21. The method of claim 1 wherein said data encoded on said storage medium includes at least two types of personal information.
- 22. The method of claim 1 wherein providing biometric data comprises providing the medium with fingerprints of the user.
- 23. The method of claim 1 wherein providing biometric data comprises providing a picture of a portion of said user.
- 24. The method of claim 1 further defined by transmitting the data on-line to said broker, said user providing said broker with a digitally signed authorization giving the broker the authority to broker the transaction.
- 25. The method of claim 24 further defined by storing said digitally signed authorization on said broker's database.
- 26. The method of claim 24 wherein brokering the transaction includes said broker relaying said user's credit card number to a second agency.

- 27. The method of claim 1 further defined by storing on the storage medium any transactions conducted by said user.
- 28. The method of claim 1 further comprising after said transmitted information is used, destroying said transmitted information.
- 29. In a system of reading data encoded on a storage medium, a method of simplifying user transactions comprising:

providing the user with a storage medium encoded with personal information of said user;

providing a reader/writer at a selected
location;

the user linking said medium with said reader/writer;

the user selecting at said selected location the type of transaction to be conducted;

the user selecting the personal information to be read;

reading selected portions of the information on said medium with said reader/writer after verification of the user identification; and

transmitting said personal information and conducting said transaction.

- 30. The method of claim 29 wherein said personal information is transmitted to said agency.
- 31. The method of claim 29 wherein said personal information is transmitted to said broker.

- 32. The method of claim 29 further comprising the user choosing whether to transmit the selected portions of the data to said agency to conduct a transaction or to transmit said data to said broker to conduct a transaction between said agency and said user.
- 33. The method of claim 29 wherein selected personal information is transmitted to said broker and to said agency.